Ideation Phase
Define the Problem Statements

Date	22nd JUNE 2025
Team ID	LTVIP2025TMID56852
Project Name	ShopEZ E-Commerce Application
Maximum Marks	2 Marks

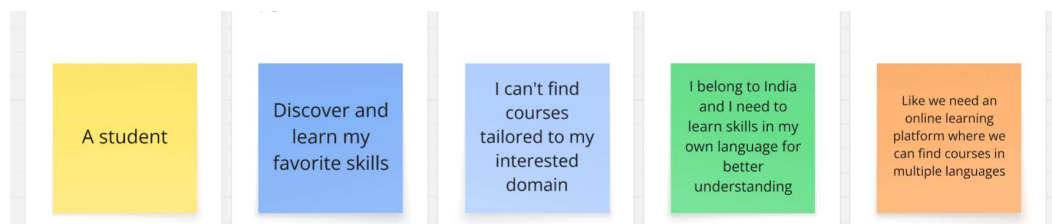**Customer Problem Statement Template:**

Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathise with your customers, which helps you better understand how they perceive your product or service.

I am	Describe customer with 3-4 key characteristics - who are they?	Describe the customer and their attributes here
I'm trying to	List their outcome or "job" the care about - what are they trying to achieve?	List the thing they are trying to achieve here
but	Describe what problems or barriers stand in the way — what bothers them most?	Describe the problems or barriers that get in the way here
because	Enter the "root cause" of why the problem or barrier exists — what needs to be solved?	Describe the reason the problems or barriers exist
which makes me feel	Describe the emotions from the customer's point of view — how does it impact them emotionally?	Describe the emotions the result from experiencing the problems or barriers

Reference: https://miro.com/templates/customer-problem-statement/

Example:

A student	Discover and learn my favorite skills	I can't find courses tailored to my interested domain	I belong to India and I need to learn skills in my own language for better understanding	Like we need an online learning platform where we can find courses in multiple languages

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A busy working professional	To quickly find and order the right gift for my friend	I can Most platforms are cluttered and take too much time	They have too many options, poor recommendations, or complex checkout	Like I need a fast, smart, and clean shopping platform that helps me find gifts easily and check out quickly
PS-2	A first-time online shopper	To feel confident about ordering something online	I'm unsure about the product quality and delivery updates	Most e-commerce platforms don't clearly show reviews or tracking info	Like we need a platform that builds trust through reviews and real-time tracking